

Focus



Clemens en August

13/05/2010
Reemé Idris



At the Mak Gallery, Vienna
Oliver Gast (2010) ©



Scope

A development in pop up retail, touring labels are differentiated by the nomadic nature of the brand, not being available for purchase in any permanent retailer outside of its short stay appearances.

Clemens en August avoid the 'pop up' moniker, turning the temporary theme into a long term formula. They are a prime example of a touring label; priding themselves on a 'high-quality at low-cost' approach, keeping their prices down with their whistlestop world tours.

Dubbed 'travelling tailors to the people' Clemens en August combines old-fashioned craftsmanship with a unique business model. Each collection, limited to 40 minimal yet fashion forward staples, is available for only three days at a gallery or museum on a worldwide tour of select cities, thereby avoiding the expense of a shop or ad campaign.

The notion of a touring label combines a few alternative shopping experiences: the sample sale, trunk show and guerrilla shop. Attendees (who are notified of the tour dates/places via word of mouth or mailing system) are given a password which only then allows them to shop online, adding to the exclusivity of the experience.

Context

In a tough economic climate where shoppers place added value on their choices, a planned scarcity strategy breathes life into the creation of exclusivity, based on availability rather than price. Clemens en August have won a cult following catering to in-the-know shoppers who keep track of its intercontinental stops and share its appreciation for art. The brand saw a 30% sales in 2009.

Where consumers face infinite choice, having high expectations and multiple access points by which to fulfil them, a

Focus: Latest



Auchan: letting prosumers have their say

08/08/2013

Auchan's partnership with social product development company Quirky meet the specific needs of a local market by putting customers right at the heart of change.



BarEye: digitising the big night out

07/08/2013

Drawing the virtual and physical together in an age of digital dating, BarEye is an app that allows users to engage with strangers in a bar - from online chat to real-world connections.



Twitch.tv: gaming as a live-stream spectator sport

06/08/2013

Internet-connected video devices are on the rise, creating a trend for live-streamed gaming. Platforms like Twitch offer peer-controlled channels brimming with engaging user-generated content.



United Screens: a media company for the future

02/08/2013

United Screens caters to a rising demand for video content on every thinkable format, screen and channel, giving audiences the entertainment they want, when and how they want it.



Haute Air: the booming market for blowouts

01/08/2013

An new wave salons are turning a profit off hot air and 'girl time', as women place increasing emphasis on the intrinsic link between looking good and feeling good.



How is Asda upgrading the grocery list?

29/07/2013

E-commerce can be a struggle for supermarkets, but Asda hopes its #SaveSummer campaign can boost excitement by making grocery shopping more social, story-led and instinctive.



Tile: smart solutions for simple issues

24/07/2013

In an increasingly connected world, people look to technology to solve everyday problems. Tile combines the

touring label flies in the face of familiar ease. Touring brands such as Clemens en August and Vacant make it harder to buy their product by narrowing the sales window and simultaneously forcing the consumer to make a decision, faster.

Insights and opportunities

With a rise in the niche and super niche, brands feel a vital need for differentiation. The touring label creates a framework within which shoppers can feel special, excited and unusual. Clements en August have done this while managing to avoid gimmicks. Each venue, although stylized, is minimalistic and allows focus on the quality of the garments, containing no more than rails of clothes and the resident art.

Its success highlights that a hard chase for exclusivity will be welcomed by consumers, provided they identify with the culture of the brand and you guarantee a simple shopping experience in return.

Related on Canvas8

Kate Mew 'The death of the middle: be broad or be niche but don't be in-between', 15 January 2010. Available [here](#)
Debbi Evans 'Impermanence as a rising cultural trend', 16 October 2009. Available [here](#)

Industry	Fashion Apparel retailers
Location	Global
Keywords	Touring Impermanence Exclusive Luxury Niche

internet of things with the benefits of a community to help find lost items.



Why BNP Paribas is banking on mobile

22/07/2013

Hello bank! is the world's first stand-alone digital mobile bank that's accessible any time, any place – and, crucially, maintains a clear focus on customer experience.

1 2 ... 65 66 Next

Display number of Articles 20

Home

- What we do
- Clients
- Careers
- Terms & conditions
- Privacy
- Help
- Contact us

Behavioural insights

- TABS
- Network
- Profiles
- Quickfacts
- Country profile
- Publications
- Showcase

Reports

- Advertising & branding
- Behaviour
- Communications
- Eco
- Food & drink
- Media
- Retail
- Technology

Focus

- Advertising & branding
- Behaviour
- Communications
- Eco
- Food & drink
- Media
- Retail
- Technology

Canvas8 is a behavioural insights agency which offers analysis of consumer trends, market research and industry commentary to advertising and branding professionals.

By bringing together up-to-date research and data from focus group interviews and thought leadership from academics, experts and industry insiders, Canvas8 presents strategic insights about people, what they do, and why it matters.

